



**LEVEL OF CUSTOMER ACCEPTANCE ON UNIT
TRUST AMONG SCOPE INTERNATIONAL (M) SDN
BHD EMPLOYEE AND RESIDENT AROUND BUKIT
JALIL AREA**

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ABSTRACT

This study explores about level of customer acceptance on unit trust product among Scope International (M) Sdn Bhd employee and resident around Bukit Jalil area. The main purpose is to identify whether people were invest in unit trust products. The study also had been conduct to give guidance for future investment company on how to attract people to invest in unit trust. The result was measured through questions regarding level of income, return, people consciousness, financial management knowledge and quality services.

With the findings obtained supports the theoretical argument and confirm the expectation that return, level of income, people consciousness, financial management knowledge, and quality services will give an impact to the level of customer acceptance on unit trust products.

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